



WSCA Corporate Partner Program

Washington State Chiropractic Association

21400 International Blvd., Suite 207

SeaTac, WA 98198

206-878-6055

206-878-8699 fax

Email: wsc@chirohealth.com

Web: www.chirohealth.org

WSCA Corporate Partner Categories

Leadership Level Partner - \$5,000 Annually

As one of our most esteemed partners, you will receive these benefits.

- At our workshops and seminars:
 - Complimentary premium booth space at the annual WSCA conference.
 - Sponsorship recognition at the annual conference.
 - Opportunity to address the membership for thirty minutes during the Chiropractic Forum at the annual conference.
 - Priority networking opportunities at WSCA meetings, seminars and other events.
- Through access to our member data base (72-hour minimum turn-around time):
 - Ability to send direct mail to our 2200+ licensed chiropractors through a mail-house of your choice. This service is available as requested at no additional charge.
 - Ability for the WSCA to send an email broadcast upon request at no additional charge. Emails should be submitted to the WSCA in copy/paste, html, or jpeg format. One week of lead time is required in consideration of other emails in queue.
- In our award winning member publication, *Plexus*:
 - Highest level of recognition as a Leadership Level Partner in the “Spotlight” section.
 - 15% discount on all paid advertising.
 - One free full-page ad or two ½ page ads each year.
 - Complimentary text ads in each issue; limited to 30 words in the classified section.
 - Priority consideration for editorial opportunities.
 - Complimentary subscription to our publications for up to three of your associates.
- On our website:
 - Consistent use of your name and logo in the "Corporate – Partner Spotlight" on our home page.
 - Placement in Marketplace at the top of your category for your company’s name, contact information and up to a 50-word description.
 - Identification in Marketplace as a top Leadership Level corporate – partner.
 - Inclusion in your Marketplace listing of your logo and a link to your home page.
 - Unlimited use of the classified section, which receives more than 1000 hits each month

Platinum Level – Partner - \$2500 Annually

- At our workshops and seminars:
 - Premium booth space at a 50% discounted rate at the annual WSCA Conference.
 - Opportunity to address the membership for thirty minutes during the Chiropractic Forum at the WSCA annual conference.
 - Other networking opportunities at WSCA meetings, seminars and other events.
- Through access to our member database (72-hour minimum turn-around time):
 - Ability to send direct mail to our 2200+ licensed chiropractors through a mail-house of your choice once each month. There is a \$50 charge for this service.
 - Ability for the WSCA to send an email broadcast upon request, once per month, at no additional charge. Emails should be submitted to the WSCA in copy/paste, html, or jpeg format. One week of lead time is required in consideration of other emails in queue.
- In our award winning member publication, *Plexus*:
 - Higher level of recognition as a Platinum Level Partner in the “Spotlight” section.
 - 10% discount on all paid advertising.
 - Complimentary text ads in every other issue; limited to 30 words in the classified section.
 - Prime consideration for editorial opportunities.
 - Complimentary subscription to our publications for up to three of your associates.
- On our website:
 - Alternate rotation of your name and logo in the "Corporate – Partner Spotlight" on our home page.
 - Identification in Marketplace as a Platinum Level corporate – partner.
 - Inclusion in your Marketplace listing of your logo and a link to your home page.
 - Placement in Marketplace near the top of your category, including your company’s name, contact information and up to a 25-word description.
 - Unlimited use of the classified section, which receives more than 1000 hits each month

Gold Level – Partner - \$1,000 Annually

- At our workshops and seminars:
 - Priority announcement of registration at the annual WSCA Conference.
 - 25% discount on all paid conference registrations.
 - Other networking opportunities at WSCA meetings, seminars and other events.
- Through access to our member data base (72-hour minimum turn-around time):
 - Ability to send direct mail to our 2200+ licensed chiropractors through a mail-house of your choice once per quarter. There is a \$50 charge for this service.
 - Ability for the WSCA to send an email broadcast once per quarter at \$75 per broadcast. Emails should be submitted to the WSCA in copy/paste, html, or jpeg format. One week of lead time is required in consideration of other emails in queue.
- In our award winning member publication, *Plexus*:
 - Recognition as a Gold Level Partner in the “Spotlight” section.
 - 10% discount on all paid advertising.
 - Four complimentary text ads each year; limited to 30 words in the classified section.
 - Consideration for editorial opportunities.
 - Complimentary subscription to our publications.
- On our website:
 - Identification in Marketplace as a Gold Level corporate partner.
 - Placement in Marketplace, including your company’s name, contact information and up to a 25-word description.
 - Inclusion of your logo and home page link in your Marketplace listing.
 - Unlimited use of the classified section, which receives more than 1000 hits each month.

Silver Corporate – Partner - \$500 Annually

- At our workshops and seminars:
 - Priority notification to exhibit at the annual WSCA Conference.
 - Other networking opportunities at WSCA meetings, seminars and other events.
- Through access to our member data base (72-hour minimum turn-around time):
 - Ability to send direct mail to our 2200+ licensed chiropractors through a mail-house of your choice once per quarter. There is a \$50 charge for this service.
 - Ability for the WSCA to send an email broadcast once per quarter at \$75 per broadcast. Emails should be submitted to the WSCA in copy/paste, html, or jpeg format. One week of lead time is required in consideration of other emails in queue.
- In our award winning member publication, *Plexus*:
 - Two complimentary text ads each year; limited to 30 words in the classified section.
 - Consideration for editorial opportunities.
 - Complimentary subscription to our publications.
- On our website:
 - Placement in Marketplace, including your company’s name, contact information and up to a 25-word description.
 - Inclusion of your logo and home page link in your Marketplace listing.
 - Unlimited use of the classified section, which receives more than 1000 hits each month.



WASHINGTON
S T A T E
CHIROPRACTIC
ASSOCIATION

Corporate Membership Policy – Revised August 2012

It is the policy of the Washington State Chiropractic Association (WSCA or “Association”) to recognize and encourage building corporate relationships that can bring added value to its corporate partners and regular DC Members alike.

As a corporate partner, your involvement with our individual Members gives you and your organization insight into chiropractic care issues not available through any other professional association. Your insight will come from the dedication and the diversity of our Members. Corporate Membership in WSCA is a positive demonstration of your organization’s commitment to the patient care delivered by our doctors – support that is recognized and appreciated by our doctors.

Eligibility

Membership in the WSCA as a corporate partner is available to companies and individuals with commercial products and services that support the philosophy and principles of chiropractic care as demonstrated by the WSCA and its DC Members. Specific ventures must comply with the Chiropractic Scope of Practice as defined in Ch. 18.25 RCW and Ch. 246-808 WAC.

Further, it is the policy of the WSCA to make corporate partnerships available on a non-exclusive basis. Membership will be made available to companies with competing products and services as well as independent representatives of the same product or service.

Rules and Restrictions

By accepting Membership in the WSCA, the corporate partner understands and agrees to the following:

- Corporate partnership affiliation in the WSCA is not to be construed or promoted as an endorsement of the company’s policies, practices, products or services. Any reference to the WSCA partnership must include the disclaimer: “The WSCA does not endorse and has not investigated the products and services offered by its corporate partners.”
- By acceptance of their Membership, the WSCA does grant to its corporate partners in good standing the right to use a statement of Membership, and/or a link to the WSCA website. Prior approval is required if such WSCA recognition is to be used on a company’s promotional and publicity material including their own website.
- The WSCA logo may only be used with prior written permission from the WSCA Executive Director or other individual designated by him/her.
- The WSCA logo and name “Washington State Chiropractic Association” may not be used by its corporate partners after Membership expiration or termination.

Benefits of Membership

The WSCA grants benefits to its corporate members according to those listed on the addendum titled *WSCA Corporate Partner Categories*. These benefits are subject to change at the discretion of the Board of Directors.

Suspension/Cancellation of Corporate Membership

Corporate Membership may be terminated when a corporate Member’s dues, sponsorship, exhibit, broadcast or other fees are 30 days past due despite adequate notification efforts taken by the association to collect the outstanding debt. Such termination shall be made at the discretion of the Executive Director upon recommendation by the Program Director and Finance Manager. If approved, corporate Membership will be changed to “Inactive” in the WSCA data base and removed from the online Marketplace section of the WSCA website and deleted from the next print edition of *Plexus*. Corporate Membership shall be reinstated once all outstanding balances are **paid in full**. Should charges remain unpaid for 60 days, Membership will be cancelled. Notification will be given by email and in writing stating Membership cancellation and will be sent at the end of the 60 day period and a notice placed in the next edition of *Plexus* that the corporate member is no longer active with the association.

Application Process

Those wishing to establish corporate partnerships with the WSCA are required to complete a Membership application. That application will then be submitted to the Board of Directors for final approval.

All applications shall include a 25-word description of the applicant's product or service with emphasis on how it benefits the chiropractic profession. A chiropractic reference also is required.

Membership will become effective upon approval by the Board of Directors and clearance of the applicant's payment. Once approved, corporate partners shall be entitled to all the benefits and privileges afforded DCs and other members of the association, with the exception of service on the Board of Directors.

Specific benefits shall be listed in a separate "Corporate Partnership" description and is subject to change without notice by the WSCA.

Membership shall renew annually on the applicant's anniversary date membership shall be terminated if the annual dues are not paid within 60 days of the anniversary date.

Renewal of membership with the WSCA shall be within the sole discretion of the Board of the WSCA, with no liability for non-renewal.

Again, we welcome your involvement and support of the chiropractic profession in Washington State. We will do all that we can to see that you receive a proper return on your investment with us. Should you have questions, please contact:

Dixie Gardner
Events & Membership Director
Washington State Chiropractic Association
21400 International Blvd., Suite 207, SeaTac, WA 98198
206-878-6055
206-878-8699 WSCA Fax
wsc@chirohealth.com



Corporate Membership Application

Please complete all sections below and do one of the following:

Email to: wsc@chirohealth.org

Mail to: WSCA, 21400 International Blvd., Suite 207,

SeaTac, WA 98198

Fax to: WSCA at (206) 878-8699

If you have any questions, please call the WSCA at 206-878-6055 or 1-800-824-4918

Company name _____

Street _____

City / State / ZIP _____

Phone _____ Fax _____ Email _____

Email Address: _____

Web site address: _____

Membership category (check one) Allied Healthcare Providers Attorneys Billing, Coding and Software Services Chiropractic Products and Supplies Collection Services Continuing Education Financial Services Insurance Services Nutritionals Office Services Patient Education Practice Management Coaching Practice Purchase & Sales Radiologic Imaging Radiology Products and Services

Product / Service description (25 words or less) _____

Main contact person: _____ Title: _____

Secondary contact person _____ Title: _____

Chiropractic Reference: To be completed by a licensed chiropractor who is a WSCA member in good standing. I attest that the above company or health care provider is of good moral character and recommend their acceptance for membership in the WSCA.

Name _____

Address _____

Phone _____ Fax _____ Email _____

Signature _____ Date _____

Membership Level (check one):

\$5,000 Leadership Level

\$1,000 Gold Level

\$2,500 Platinum Level

\$500 Silver Level

Please email a 300 dpi JPG of your logo to wsc@chirohealth.com for placement on the WSCA website.

My check is enclosed for \$_____

Please charge my Visa MasterCard Discover Card AmEx

Account # _____ Exp. Date _____ 3-Digit Code (on back) _____

4-Digit Code (on front) AmEx _____

Name on card _____

Signature _____ Date _____

By this application, you are agreeing to abide by the policy of the Washington State Chiropractic Association as stated in the accompanying "Corporate Membership Policy – Revised August 2012." Your application will be submitted for review at the next Board of Directors meeting.